



MOUNT JOY BOROUGH COUNCIL REPORT FOR FEBRUARY 2020 ACTIVITIES

DESIGN

- East MSMJ display window is now booked out to **APRIL 2020** with Mount Joy artists.
- Working on proposed Flower Planter replacement program.
- Design committee ready to work on Façade grant applications.
 - Aware of 8 potential projects at this point. Façade grant can support 10 projects of \$5,000 reimbursements or more, smaller projects under \$5,000 reimbursement limit.
- Hung 32 Hometown Hero Banners – new (most likely last order in March is 20+ banners)

PROMOTION

- Chocolate Walk was held February 21 & 22. There were 26 businesses offering chocolate at 23 locations through downtown.
- Working with LNP and Make-A-Wish on Truck Convoy and media articles.

ORGANIZATION

- Meeting with potential MSMJ sponsors in Feb & March.
- Dave will be a speaker at the statewide Main Street conference in June in Reading, PA. Dave's conference topic will be web design & social media for Main Street programs.
- Helping Marietta, PA start their own Hometown Hero banner program.

ECONOMIC DEVELOPMENT

- Discussed new DCED grant program with larger businesses looking for Alternative Energy implementation projects.
- Worked with business on e-marketing and setting up how to drive business through emails.
- Worked with 4 businesses on recruitment into downtown at available locations.
- Worked with 2 businesses looking to purchase property downtown.
- Worked with 1 business on business development opportunities for daytime business.
- Worked with 1 business on business growth and expansion plans to develop wholesale business.
- Writing Marketing Plan for 1 business to bring in additional business from outside Mount Joy.

FUNDING ACTIVITIES



- Taking part in PPL “Bright Lights” grant opportunity. An individual from a non-profit can be nominated and if they win, the non-profit gets \$10,000.
- Applied for five (5) grants for downtown benches, chess/gaming tables, money for flower planters.
- Looking into DCED’s Neighborhood Assistance Program for large-scale potential projects downtown. Looking for 2021 – 2022 funding season. Ability to offer state tax credit to donors.

2020 EVENT SPONSORS

- ***Festival of the Arts***
 - Lanco Federal Credit Union = Major Sponsor
- ***Chocolate Walk***
 - Members 1st Federal Credit Union = Major Sponsor
 - Lanco Federal Credit Union = Major Sponsor
- ***Cruisin’ Cuisine Car Show***
 - Members 1st Federal Credit Union = Major Sponsor
 - Lanco Federal Credit Union = Major Sponsor
- **4th Friday Trick or Treat**
 - Lanco Federal Credit Union = Major Sponsor
- ***Winterfest***
 - Members 1st Federal Credit Union = Major Sponsor
 - Lanco Federal Credit Union = Sponsor